Tells grocers to sell **ON** REPLACEMENT BASIS

Representative of California Fruit Exchange Speaks to Richmond Merchants.

EXPLAINS PROFIT GAUGING

Paul Findlay Says 75 Per Cent of Retailers Are Potential Failures Because They Fail to Study Cus-

That the retail greeer should price his goods by replacement rates, even though they are coming down, was urged by Faul Findlay, merchandisc expert of the California Fruit Greers' Exchange, at a meeting of retail grocers of Richmond Retail Grocers' Association tast night in Murphy's Hotel. "If it is good business to price articles on the replacement value in an advancing market, it is so likewise in a falling market," argued the speaker.

Seventy-Five Per Cent Fatt.

CITY BREVITIES



Today and Tonight in Richmond

Auxiliary of Children's Home Society of Virginia, Y. W. C. A. Building, 3:10. Monan's Auxiliary of the Church of Epiphany, Barton Heights, home of Mrs. Alice Bur-row, 901 Lamb Avenue, 3:30. Bi-Monthly Class, Curren Events, Miss Mabel Brown, Com-

monsvealth Club, 11:30. Card party, Junior Hollywood Memorial Association, Jefferson Hotel, 3:30 to 5:30. Sarah Allen/Memorial, Virgini: Home for Incurables, 4.

Capital City Division. National League for Women's Service, home of Mrs. Francis D. Williams, 10. Woman's Missionary Society, First Baptist Church, 5. Reception, St. Paul's Methodist Church, S. Strand, "Passing Show," S.

ford, if 125 Reservations Are Taken.

where President-Elect Warren G. of historic interest. In the evening quitted. This was to Harding will make the principal ad-

DR. E. C. LEVY QUALIFIES AS

If 125 fares can be assured, a special train will be chartered by the Ruhmond Lodge of Elks to leave the city Sunday morning for Bedford, of historie interest. In the morning from Washington, During the day they will be enter-tained by a motor trip through the city and taken to the various points of historie interest. In the seconds

Harding will make the principal address at the national memorial services which the Eliks of Bedford will hold Sanday afternoon.

Friends of members of the order are eligible to go on the trip, and all reservations should be made as a carly as possible with W. I. Harding the presentative of the special committee having the trip in charge.

If the special is operated, it will take over the Norfolk and Western Railroad between 6 and 7 o'clock, and Railroad between 6 and 7 o'clock, and Railroad between 6 and 7 o'clock, and the special at 12:15 o'c

PUBLIC WELFARE DIRECTOR

Gives Bond of \$10,000 and Enters
Thom Second Term
of Office.

Dr. E. C. Levy. Director of Public Welfare, yesterday qualified for his new term of office before City Clerk McLowell, and gave bond in the Sun of \$10,000, furnished by Sig Huzzler, representing the Amsterdam Casualty Company. Director Levy was elected by City Council two weeks ago, laving been recommended by Mayor Ansile Directors Trafford and Myers have not yet qualified. They have forty days after election in which to qualify.

FRIDAY MORNING Talk About Your Sunday DESSERT -3 Flavors-Neapolitan Style

You smiled with delight, and so did all the rest, at our last Sunday's Dinner Dessert—

NOW-if you want another delicious and satisfying combination, in keeping with the "rarest" Sunday Dinner, get in on this one

It's another wonderful three-flavored Neapolitan style

- FRENCH VANILLA

- RASPBERRY ICE

--- TUTTI-FRUITTI

Phone Your Order Early Rand. 1861

Cream of Ice Creams

December 3.

1 9 2 0

| PROPOSED BUILDING CODE | PROPOSED BUILDING CODE

JOHN L. WILBOURN

Famous American Tenor

will sing at Monumental Episcopal Church, Broad Street, be low Twelfth, Sunday night, S o'clock. Sang "Crucilizion" here two years ago, after which engaged at the Cathedral of St. John the Divine, New York City. Services will be played and directed by Quincy Cole. Church doors open at 7 o'clock

Buchanan's

JEWELERS

BROAD AT THIRD What We Say It Is, It Is,"

> Distinctly Individual "Gifts That Last"

SUPREME IN QUALITY

Are You Planning a Party?

For the Wedding, Birthday or Party

Maxime's Cakes -.-Fancy Cakes, in various shapes; Pruit and Pound Cakes-just the kind that will make the party table complete. The best

MAXIME'S

Phone Mad. 7517

-MUSICAL ENTERTAINMENT

TUESDAY EVENING, December 14th, 8:30 P. M.,

CITY AUDITORIUM LORILLARD COLORED CHORUS

200 Voices.

JAMES BROWN, Director,

Assisted by

CURTIS JORDAN'S JAZZ ORCHESTRA ----AND----

FLEMING WILLIAMS' SHARON BAND

The following program will be rendered:

	Part 1.
No.	1—Star-Spangled BannerBand
No.	2—Sunshine in My Soul Charus
No.	3-1 Love the Land of Old Black Ion Orchostro
No.	4—Shout All Over God's Heaven Change
No.	9—Alsmet Orchostra
No.	6-Roll, Jordan, Roll Chamin
No.	1—Hold Me
No.	8—Stars and Stripes Forever

Part 2.

No. 9-National Emblem March.....Band No. 10-Little David, Play on Your Harp.....Chorus No. 11—The Japanese Sandman.....Orchestra No. 12—I Couldn't Hear Nobody Pray. Chorus No. 13—Left All Alone Again Blues..... Orchestra No. 14—Until We Meet Again.Chorus, Orches. & Band

Tickets on Sale at The Corley Co., 213 East Broad, Tomorrow, December 4th.

Admission: Entire Lower Floor, \$1.00, Inc. War Tax.

P. S. When the Chorus sang at the Auditorium last June P. S.—When the Chorus sang at the Auditorium last June there was such a demand for admission on the night of the performance that the vestibule was packed with people trying to purchase tickets, which made it very uncomfortable for all, and hundreds were turned away on account of the house being sold We therefore recommend that you buy your tickets early at The Corley Company.

Special Bargains in Woolen Dress Goods

Today we will place on sale in our Dress Goods Sections three of the most extraordinary values of the season, as follows:

All Wool Serge \$1.65 Yard

50 inches wide, all pure wool, sponged and shrunk; extra weight and quality, in the ever popular Navy Blue for Middy Suits, Ladies' Dresses, Blouses and Separate

All Wool Velour \$2.98 Yard

54 inches wide, in Black, Reindeer, Beaver and Seal Brown, now so fashionable for Coat Suits and Separate

All Wool Tricotine \$1.98 Yard

36 inches wide, all wool, extra heavy weight; specially suitable for Separate Skirts and Coat Suits.

Floor One, South.

Friday Sales of Gift Things

For this big event there are Extraordinary Offers thruout the Store of Seasonable Merchandise at the New Low Prices-creating the awaited opportunity to save money in the supply both of personal and home needs; besides the many individual articles of quality and character so much in demand now for Christmas giving. Visit the Store-EARLY!



SOMETHING NEW!

Three-Quarter Length Coats Specially Priced, \$49.00

Here's a veritable "scoop"—both in style and value. For such Coats are the "hit" of the season in the larger style centers, but this is the first of Richmond stores to feature this particular model.

Coats with large rolling Fur Collar, turnback cuffs, narrow belt and silk lined throughout. But this isn't half the story; their smartness of style and beauty are indescribable—they must be seen.

Other Coats and Wraps \$25.00, \$39.00 and \$59.00

Floor Two-West.

A Very Extraordinary Sale of

Women's Full Fashioned Silk HOSIERY At \$1.25 a Pair

We consider this the best offering of fine Silk Hosiery you have had for many a day. These are full fashioned Silk Hose of good, desirable weight, with lisle tops and high spliced heels and double soles, in black, white, cordovan, African brown and navy. A splendid opportunity to procure a very unusual value for Christmas Gifts.

On sale, Main Floor, this morning at 9 o'clock.

\$1.25 a pair.